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Farr Nursery Company
Weiser Park, Penna.



IRIS TRADE LIST

Fall of 1929 and Spring of 1930



DAVID LUMSDEN
BATTERY PARK
BETHESDA MD

R.P. 90
JUL 19
11:30 AM



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U. S. Department of Agriculture

How We Retail Irises Now

By Boardman, Needham and Seyler

We have practically stopped the retailing of irises and other plants, by mail as you may have noticed, but are growing and selling more plants of good varieties than ever before. We find that a display of irises attracts thousands of prosperous visitors and creates iris and general planting demand thruout our community. It builds up a local clientele who are not buyers of "one each" at the cheapest price, from a dozen catalogs.

We sell in lots of 10 to 100 roots of a variety for mass display, because the visitor sees the pleasing effect of "mass" in our nursery rows. In many cases the plants are dug while in bloom and the buyer takes them along.

We preach living and changing pictures of color with gratifying success.

We think we are touching an "untouched iris market" which can consume every commercial iris now existing in this country. We send out invitations, use newspapers, radio and general ballyhoo during the blooming season.

The cost per visitor is less than the cost per catalog inquiry used to be and every visitor gets a more complete, personal and lasting impression than if we sent a hundred catalogs. They do not stop at buying irises but roam thru the nursery and order most anything.

We advertise "Visit Weiser Park" the year around but nothing attracts visitors so much as "Iris Time." A planting is usually located next to the highway, and the massed rainbow colors of Irises will stop anything from Fords to Du-senbergs.

We believe the "untouched market" can be reached by any nurseryman with gratifying profit on the iris transactions, let alone the incidental business and publicity.

If we are right in our belief we need say no more except that the iris trade list, here presented, has been priced to encourage your orders and the stock has been grown and will be furnished to encourage your continued orders.

FARR IRISES

VARIETY	DESCRIPTION	10 RATE	25 RATE	100 RATE
Afterglow	Buff gray yellow	\$.12	.10	.06
Albert Victor	Blue and lavender10	.06	.04
Alcazar	Violet and purple12	.10	.06
Ambassadeur	Purple and maroon50	.40	.35
Ambigu	Smoky reddish brown ..	.15	.12	.10
Anna Farr	White, frilled light blue .	.25	.22	.20
Anne Bullen	Lavender-purple & br'wn	.55	.45	.40
Apache	Distinct coppery red	\$2.50	ea, \$20 per 10	
Archeveque	Dark red purple12	.10	.06
Athene	Best white18	.15	.12
Aurea	Chrome yellow15	.12	.10
Aurea Maculata	Dwarf flecked yellow10	.06	.04
Aurora	Pale pink12	.10	.06
Azure	Lavender and blue12	.10	.08
Blue Beard	Dwarf white and blue10	.06	.04
Bluestone	Blue and purple15	.12	.10
B. Y. Morrison	Violet and purple45	.35	.30
Cattleya	Brightest & clearest pink (A new Farr Iris)	.65	.55	.50
Cecil Minturn	Large free rose pink15	.12	.10
Cluny	Pale lilac-blue15	.12	.10
Col. Candleot	Smoky crimson10	.06	.04
Commodore	Clear violet blue10	.07	.05
Crusader	Violet blue25	.20	.15
Dalila	White and plum12	.10	.08
Dawn	Light yellow12	.10	.06
Drake	Clear light blue12	.10	.08
Dream	Tall pink20	.18	.15
Dusky Maid	Buff and mauve purple..	.15	.12	.10
Ed. Michel	Deep red25	.22	.20
Eldorado	Yellowish purple10	.06	.04
Etta	Early cream yellow12	.10	.06
Fairy	White suffused blue10	.06	.04
Flavescens	Soft tall yellow10	.06	.04
Florentina	Early white10	.06	.04
Foster's Yellow	Creamy yellow10	.06	.04
Fro	Yellow and brown10	.06	.04
Georgia	Soft cattleya rose15	.12	.10
Gerda	Large early yellow12	.10	.08
Germanica	Old-fashioned blue flag.	.10	.06	.04
Halo	Blue and violet25	.22	.20
Helge	Yellow and purple10	.06	.04
Her Majesty	Pink10	.06	.04
Ingeborg	Large early white10	.06	.04
Iris King	Yellow and maroon10	.06	.04
Isoline	Lilac and rose15	.12	.10
Jacquiesiana	Coppery maroon18	.15	.12
Juniata	Late tall clear blue15	.12	.10
Lady Byng	Rosy lavender25	.22	.20
La Neige	Ivory white15	.12	.10
Lent A. Williamson .	Violet and purple18	.15	.12
Lohengrin	Cattleya rose12	.10	.08
Loreley	Yellow and blue10	.06	.04
Lurida	Early mahogany red15	.12	.10
Ma Mie	White with blue edges ..	.12	.10	.08
Mary Barnett	Gorified Pallida Dalmatica	\$3 ea.,	\$25 per 10	
Mary Garden	Yellow and lavender10	.07	.05
Mary Orth	Large blue and violet10	.07	.05

FARR IRISES CONTINUED

VARIETY	DESCRIPTION	10 RATE	25 RATE	100 RATE
Mildred Presby	White and purple	.80	.70	.60
Minnehaha	Yellow white and maroon	.12	.10	.06
Miranda	Early blue violet	.12	.10	.06
Morning Splendor	Red-purple	1.20	1.10	1.00
Mrs. H. Darwin	Favorite white	.10	.06	.04
Myth	Large clear blue	.20	.18	.15
Navajo	Yellow and maroon	.10	.06	.04
Nine Wells	Late violet purple	.12	.10	.06
Ochracea Coerulea	Bronze old gold effect	.90	.80	.75
Pallida Dalmatica	Lavender	.12	.10	.08
Parc de Neuilly	Violet purple	.12	.10	.06
Pocahontas	White edged blue	.12	.10	.06
Princess Vic. Louise	Yellow and plum	.10	.06	.04
Prosper Laugier	Bronze red and purple	.10	.06	.04
Quaker Lady	Lavender blue and yellow	.10	.06	.04
Queen Caterina	Pale lavender	.15	.12	.10
Queen of May	Pink	.10	.06	.04
Rhein Nixe	White, blue edge white	.10	.06	.04
Roseway	Tall red pink	.12	.10	.06
Ruby	Uniform dark rose	.25	.22	.20
Coninole	Rich velvety crimson	.20	.18	.15
nah	Lemon-yellow	.20	.18	.15
ert	Wine-purple	.20	.18	.15
win Wright	Golden yellow	.10	.06	.04
Z	Blue and bronze purple	.90	.80	.75
isbury	Rose bronze and purple	.15	.12	.10
Emperor	Best purple	.15	.12	.10
Dark Purple	Purple	.12	.10	.08
Sib. Snow Queen	Best white	.15	.12	.10
Sindjkhat	Violet lavender	.20	.18	.15
Soledad	Soft yellow	.35	.32	.30
Steepway	Reddish fawn and brown	.35	.32	.30
Sweet Lavender	Rose-lavender	.35	.32	.30
Syphax	Violet and crimson	.12	.10	.08
Tom Tit	Violet blue	.20	.18	.15
Valery Mayet	Copper-red	.25	.22	.20
Walhalla	Lavender and blue	.10	.06	.04
White Knight	White	.15	.12	.10
Windham	Lavender pink	.15	.12	.10
Wyomissing	Cream white and pink	.12	.10	.08
Zwanenburg	Olive and buff	.15	.12	.10

FARR'S RETAILER COLLECTIONS

1000	in 10	choice varieties our selection this list, for	\$ 50.00
1000	in 20	choice varieties our selection this list, for	65.00
5000	in 50	choice varieties our selection this list, for	250.00
5000	in 75	choice varieties our selection this list, for	300.00

Selections will, of course, be made to please and to include a wide range of types and colors. We have an abundance of plants to select from. Value will, in all cases, be greater than if buyer selects.

TERMS—5% discount, cash with order, 2% 10 days, 60 days net to established credit.

GUARANTEE—Safe arrival and trueness to name. Shipments returnable if not satisfactory.

PRICES—F. O. B. our station. **NO PACKING CHARGES:**
5 or more one kind at 10 rate; 25 or more at 25 rate; 50 or more at 100 rate.

FARR NURSERY COMPANY

WEISER PARK, PENNSYLVANIA

Weiser Park Print